UNIVERSITY OF CALICUT

(Abstract)

Modification in the scheme of examination of M.Com for School of Distance Education implemented from 2007 admission onwards – Orders issued.

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GENERAL AND ACADEMIC BRANCH – I E SECTION

No. GA. I/E3/10225/02 Dated, Calicut Univsersity. P.O., 08.07.2008

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Read:
1. U.O No. GAI/J2/2124/03 dated 22.07.04
2. Item No. 1 of the minutes of the Board of Studies in Commerce (PG) held on 29.11.06.
3. Item No. I (d) of the minutes of the Faculty of Commerce and Management Studies held on 18.03.08.
4. Item No.II G:4 of the minutes of Academic Council held on 05.04.08.

ORDER

As per read as 1st above, sanction was accorded to implement the regulations, scheme and syllabi of M.Com degree course for regular and Distance Education Stream.

The Board of Studies in Commerce PG at its meeting held on 29.11.06 as per paper read as 2nd above resolved to abolish the internal assessment component in each paper in the form of assignments and to introduce Business Practice Paper with multiple choice questions, for the first year and second year with 200 marks and 180 marks respectively for the M.Com students registered under School of Distance Education.

The meeting of Faculty of Commerce and Management Studies held on 18.03.08 has modified the decision of the Board of Studies in Commerce PG held on 29.11.06 as follows 'Regarding the internal assessment of M.Com course in School of Distance Education the faculty resolved to introduce two descriptive papers one in the first year carrying 200 marks and the other in the second year carrying 180 marks, for the students registered for M.Com under School of Distance Education from 2007 admission onwards".

As per paper read as 4th the Academic Council at its meeting held on 05.04.08 approved the decision of the Faculty of Commerce and Management Studies.

Sanction has therefore been accorded to implement the decision of the Faculty of Commerce and Management Studies that 'Regarding the internal assessment of M.Com course in School of Distance Education it was resolved to introduce two descriptive papers one in the first year carrying 200 marks and the other in the second year carrying 180 marks, for the students registered for M.Com under School of Distance Education from 2007 admission onwards'.

Orders are issued accordingly.

Sd/-
DEPUTY REGISTRAR (G&A I)
For REGISTRAR

To

The Director (SDE)

Copy to: CE/DR(M.Com)/Enquiry/GA I 'F' Sn/
Information Cetnres/SF/DF/FC

Forwarded /By Order

Section Officer

Paper I – Accounting Practices

Max. Marks : 200

1. Formulation and implementation of Accounting Standards in India – Recent Trends in presentation of Corporate Financial Statements. (40 Marks)
2. Techniques of Cost reduction and Cost control – Activity Based Costing – Cost Control (40 Marks)
3. Cost Volume Profit Analysis – Practical Application – Decision making by using CVP Analysis – Areas of Decision making (40 Marks)
4. Financial Analysis using Excel – Break-even Analysis – Budgeting and Ratio Analysis – Managerial Decision making with Excel (40 Marks)
5. Corporate Governance Practices in India – Legal and Regulatory frame work of Corporate Governance in India. (40 Marks)

Books Recommended:

1. " Management Accounting" – S. N. Maheswari
2. "Management Accounting" – I. M. Pandey
3. "Advanced Cost Accounting" – Jain & Narang
4. "Financial Management" – I.M. Pandey

Paper II – Business Policy and Practices

Max. Marks:180

1. Political and Legal Environment of Business in India – Role of regulatory bodies in the formulation of Business Policies – Monitoring and Regulation of SEBI in Stock Market. (30 Marks)
2. Macro-economic frame work in Indian Economy – Public Finance – Tax system in India – Financial Administration – Finance Commission. (30 Marks)
3. Indian and International Economic Institutions – WTO, IBRD, ADB, and IMF- Impact of Foreign Policy in business. (30 Marks)
4. Socio-Cultural Environment and Business Policy – Social Accounting – Social Audit – Business Policy and Society. (30 Marks)
5. Recent trends in Marketing – Retail Marketing – Relationship marketing – Green Marketing – Societal marketing. (30 Marks)
6. Human Resource Practices in India – Outsourcing – Human Resource Strategies – corporate strategies – Participation Management – Strategic HRM. (30 Marks)

Books Recommended:

1. "Indian Financial System" – Bharathi. V. Pathak
2. "Legal Environment of Business" – K. Aswathappa
3. "Business Environment" – Francis Cherunilam
4. "Indian Financial System" – H.R. Machi Raju
5. "Marketing Management" – Philip Kotler
6. "Human resource Practices in India" – Sreenivasa Kandula
7. "Strategic Human Resource Management" – Anuradha Sharma & Aradhana Khandekar.

UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION

M.Com. SYLLABUS

2004 Admission onwards

UNIVERSITY OF CALICUT

REGULATIONS GOVERNING MASTER OF COMMERCE PROGRAMME FOR REGULAR AND DISTANCE EDUCATION STREAMS EFFECTIVE FROM THE 2004-05 BATCH M.COM ADMISSION.

There is an urgent need to improve the quality of M.Com programme so that the students gain the required character, knowledge, attitude and skills to adequately meet the growing challenges of business and professions. The new curriculum sets these as important objectives and invites students and teachers of Commerce to live up to them.

1.0. Title of the programme

This DEGREE shall be called MASTER OF COMMERCE (M.Com.)

2.0. Eligibility for admission

Any candidate who has passed B.Com or BBA (earlier BBS) degree of University of Calicut or B.Com, BBA or BBM or BBS degree of any other University or Institute in any state recognized by UGC or AICTE with a minimum or 45% marks is eligible for admission. OBC and SC / ST students are eligible for relaxation as per University rules.

3.0. Duration of the programme

The duration of the M.Com programme of study is two years divided into four semesters.

4.0. Medium of Instruction

The medium of instruction and examination shall be English.

5.0. Subject of study

The subjects of study leading to the award of M.Com shall comprise the following courses.

5.1. Semester One

M.com 1.1	Business Environment
M.Com 1.2.	Quantitative Techniques
M.Com. 1.3.	Accounting for Managerial Decisions
M.Com. 1.4.	Management Information System
M.Com. 1.5.	Communication Skills

5.2. Semester Two

M.Com. 2.1.	Marketing Management
M.Com. 2.2.	Advanced Financial Accounting
M.Com. 2.3.	IT for Business
M.Com. 2.4.	Operations Research
M.Com. 2.5	Research Methodology

5.3. Semester Three

M.Com. 3.1.	Strategic Management
M.Com. 3.2	Enterprise Resource Planning
M.Com. 3.3.	Human Resource Management
M.Com. 3.4.	Income Tax
M.Com. 3.5.	Financial Management

5.4. Semester Four

M.Com. 4.1.	Elective I
M.Com. 4.2.	Elective II
M.Com. 4.3.	Elective III
M.Com. 4.4.	Elective IV
M.Com. 4.5.	Project Repot and Viva Voce (Regular), Placement Training Report for SDE registered students

11.0. Viva Voce

11.1. At the end of fourth semester, each candidate shall attend a comprehensive viva voce.

11.2. The viva board shall have two members: one external and one internal. The external examiner shall be appointed by the University. The internal examination shall be the Head of Department of Commerce of the College or a faculty member nominated by him or her from the Department of Commerce.

11.3. The viva voce carries 50 marks. The viva voce will be about all the course of the four semester programme, including the project work.

11.4. The student should get a minimum of 50% marks for a pass in the viva voce.

13.0. Functional Electives

13.1. Electives in the following optional areas can be chosen by the students

a) Financial Management

b) Marketing Management

c) Foreign Trade

13.2. Financial Management

COURSE CODE	NAME
M.COM. FM 4.1	INTERNATIONAL FINANCE
M.COM. FM 4.2.	INVESTMENT MANAGEMENT
M.COM. 4.3.	INDIAN FINANCIAL SYSTEM
M.COM. 4.4.	FUNDS MANAGEMENT IN BANKS AND INSURANCE COMPANIES

13.3. Marketing Management

COURSE CODE	NAME
M.COM. 4.1.	INTERNATIONAL MARKETING
M.COM. 4.2.	MARKETING RESEARCH
M.COM. 4.3.	CONSUMER BEHAVIOUR
M.COM 4.4.	SALES MANAGEMENT AND ADVERTISING

13.4. Foreign Trade

COURSE CODE	NAME
M.COM. 4.1.	INTERNATIONAL FINANCE
M.COM. 4.2.	MARKETING TRADE MANAGEMENT
M.COM. 4.3.	FOREIGN TRADE POLICY AND PROCEDURES
M.COM 4.4.	INTERNATIONAL MARKETING AND LOGISTICS MANAGEMENT

14.0. Choosing Optional and Specialization

Each candidate shall choose an area as given in section 13 above and the choice shall be final. This choice should be clearly mentioned in the application filled up for registration of the first examinations.

14.1. Changing option after completing the course

Option change will be allowed after the completion of the M.Com programme, that is after applying for or appearing for all the four semester examinations, only on cancellation of the previous choice of the optional area.

14.2. In that case, marks of the previous option will not be retained. Original mark lists of the previous optional papers shall be submitted to the Controller of Examinations along with the application for registration for examinations under the new option.

14.3. After applying for or appearing for such examinations under the new option, new mark lists shall be issued with the marks scored in the examinations in the courses under the new option or if the student fails to appear for examinations under the new option, his or her absence will be mentioned in the mark list.

14.4. Option change after applying for degree certificate

Option change shall not be allowed once a student applies for provisional or original degree certificate.

14.5. In case a college wants to change its optional areas, it shall complete the process of approval of option change before admission to M.Com of that academic year starts. That is, option available in a college shall not be changed after admission to M.Com of the year is completed.

14.6. Notwithstanding anything stated in these regulations, a student is always free to cancel his or her registration for M.Com with a given option and register for it with a different option. That is, if a student has already registered for M.Com with Financial Management , he or she can cancel that registration and register afresh for M.Com with any other option along with M.Com regular candidates of that year. On cancellation, he or she has to write all the four semester examinations afresh.

15.0. M.Com in Distance Education Mode

15.1. All the above course have to be done by the candidates registered through the School of Distance Education (SDE). Instead of end-semester examinations, SDE students shall appear for two semester courses together at the end of even semesters. That is, examinations will be held by the University at the end of second semester for both the first and second semester course, and at the end of fourth semester for third and fourths semester courses.

15.2. All the other regulations are applicable to the SDE, registered students except internal assessment, project report and viva voce.

15.3 Additional Paper for SDE students

Instead of internal assessment, SDE students should write two additional descriptive papers- One carrying 200 marks along with first year examination and the other carrying 100 marks along with second year examination (U.O No.GAI/E3/10225/02 dated 08.07.08)

16.0. Placement Training Report

16.1. The SDE registered M.Com Students shall undergo placement training for three weeks in business organization in place of project report and viva voce for regular college students

16.2. Each SDE candidate shall submit one copy of the placement training report, printed (or neatly typed) and bound (preferably spiral bound), to the Director, SDE.

16.3. The placement training is to ensure that the student is familiar with the business environment and current business practices.

16.4. The student shall identify a business organization for placement training and keep a record of his/her experiences and learning in the organization. The same to be structured into a report of about 50 A4 size, double spaced, pages for submission.

16.5. A certificate from the organization in which the candidate has had placement training shall be included in the placement training report.

16.6. If two or more students attend the same firm for placement training, they shall prepare and submit reports on different aspects of the firm. That is, one student may write about inventory management, another may write about financial or working capital management, a third may write the report of personnel management etc. The reports shall be different and each student shall submit a report which is different form those of others.

16.7. Structure of the placement training report. The report can be divided into three or more (not exceeding seven) chapters as follows.

Title Page

Acknowledgements

Certificate from the organization

Contents

Introduction (From the organization, Organization structure, Capital Structure, Products, turnover, employees etc.)

Functional Departments and their activities with a view to a narrate the learning the candidate had at the business organization. (Instead of describing processes in the entire organization, the report can be about a functional area like say finance or inventory management.

Summary and findings

Appendix

16.8. The student shall submit one copy of the placement training report to the Director, SDE. More copies may be made, if the student wants to have one or the firm asks for one.

16.9. The placement training report shall be evaluated by a single examiner appointed by Director, School of Distance Education.

17.0. The placement training report shall carry 100 marks.

18.0. Annual Examinations

The examinations held at the end of second semester and fourth semester are for a total of 80 marks in each course. The question papers shall be common for regular students and SDE registered students wherever these examinations are held together, that is at least even semester examinations and improvement examinations.

19.0. Certificate and Mark lists (for SDE and Regular M.Com students).

Only one set of mark lists and degree certificate will be issued to the student irrespective of the number of options he or she chooses and passes

20.0 Ranks

Ranks shall be awarded in each area of specialization. That is, there shall be one set of ranks for financial management area, another set for Marketing Management Area and a third set of ranks for Foreign Trade Area.

Note: This set of regulations supersedes all the earlier M.Com regulations and this set of scheme, syllabi and regulations shall be in force from the 2004-05 batch of M.Com admissions. However, the University reserves the right to amend these scheme, regulations and syllabi from time to time without prior notice to any.

M.Com 1.1. BUSINESS ENVIRONEMNT

80 marks

Course objectives:

- To understand the various components of environment and their interdependence.
- To be able to assess the likely impact of environmental changes on business processes

Module I

Environment I : Environment, ecology and economic development; impact of industrial development on environment.

Business environment: concept, significance and nature of business environment; elements of environment - internal and external: changing dimensions of business environment; environmental scanning and monitoring.

Module II

Economic environment of business: economic planning in India: Industrial policy, fiscal policy, monetary policy, export and import policy: public sector and economic development: economic reforms, liberalization and structural adjustment programmes.

Module III

Political and legal environment of business: Government and business: changing dimensions of legal environment in India: MRTP Act, FEMA, licensing policy and Consumer Protection Act.

Regulatory bodies: SEBI, TRAI, IRDA, RBL, CLB. Industrial policy of India as amended from time to time: small and micro enterprises in India: reservation of industries for small-scale units:

Module IV

Socio-cultural environment: Critical elements of socio cultural environment: social institutions and systems: social values and attitudes: social groups: middle class: emerging rural sector in India: consumerism in India. Social responsibility of business; social audit; corporate governance.

Module V

International and technological environment: Multinational corporations: foreign collaborations and Indian business: Non-resident Indians and corporate sector: International economic institutions. WTO, IBRD and IMF: Foreign trade policies, impact of exchange rate fluctuations: technological environment in India, policy of research and development: patent laws: technology transfer. Intellectual property rights: laws relating to trade marks and patents: procedure for registration of patents and trade marks.

References:

1. Francis Cherunilam: “Business Environment”, Himalaya Publishing House, Mumbai.
2. K. Aswathappa: “Legal Environment of Business”. Himalaya Publishing House, Delhi.
3. Adhikary, M.: “Economic Environment of Business”. Sultan Chand & Sons, New Delhi.
4. Alagh, Yoginder K: “Indian Development Planning and Policy”. Vikas Publishing House, New Delhi.
5. Sengupta N.K.: “Government and Business in India”, Vikas Publishing House, New Delhi.
6. Raj Agarwal and Parag Diwan.: “Business Environment”, Excel Books, New Delhi.

M.Com. 1.2: QUANTITATIVE METHODS

80 Marks

Course objectives

- To understand statistical tools for quantitative analysis
- To understand the process of using statistical tools for validating finding and interpreting statistical results.

Module I

Probability: basic concept: approaches: theorems, addition, multiplication conditional and Bayes: business applications of probability.

Module II

Probability distributions: random variable, expected value of random variables Binomial distribution: Poisson distribution, Normal distribution and Exponential distribution.

Module III

Statistical quality control: basic concepts: product control: process control: variations in quality: control charts” types of control charts – mean charts, range charts – P-chart, np chart, C charts, applications and control charts.

Module IV

Correlation and regression: Simple, partial and multiple correlation: regression analysis: business application of correlation and regression.

Module V

Statistical inference: Basic concepts: standard error: central limit theorem. Large sample tests, small sample tests: tests for means: tests for proportions: tests for paired observations: Non-parametric tests – Chi-square test, sign test, Wilcoxon Signed Rank test, Krushkal Wallis test, Waid – Wolfwitz test; analysis variance.

References:

1. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
2. Richard L. Levin and David S. Rubin; "Statistics for Management" Prentice Hall of India , New Delhi.
3. N.D. Vora: "Quantitative Techniques in Management", Tata McGraw Hill, New Delhi.
4. Hooda, R.P.: "Statistics for Business and Economics", Macmillan, New Delhi.
5. Hien, L.W,: "Quantitative Approach to Managerial Decisions", Prentice Hall, New Jersy.

M.Com. 1.3. ACCOUNTING FOR MANAGERIAL DECISIONS

Marks 80

Course Objectives

- To understand the concept and importance of Management accounting
- To understand the use of accounting tools for generating information for managerial decision-making.

Module I

Management accounting: Objectives, nature and scope of management accounting: Management accounting and managerial decisions:

Module II

Project appraisal – techniques: Payback Period, Discounted Payback period, Return on Investment / Average Rate of Return, New Present Value, Internal Rate of Return, PI NTV, Capital disinvestments, Capital rationing: risk analysis – methods; statistical methods; decision tree approach, game theory, Impact of inflation on investment decisions.

Module III

Marginal costing and cost-volume profit analysis: decision making: Break even analysis, BEP Charts, PV Charts, Cash BEP charts and decision-making: simulated BEP analysis; CVP analysis under conditions of uncertainty, Marginal costing and decisions regarding product mix, make or buy decisions, and dropping of product.

Module IV

Cost reduction and cost control: advantage of cost reduction and cost control; areas of cost reduction: techniques of cost reduction: productivity: improving productivity, Activity based costing.

Cost audit: objectives, benefits, cost audit, financial audit and management audit; organization and programme of cost audit; types of cost audit – cost audit of materials, labour overheads, depreciation, capital expenditure and capacity utilization.

Module V

Responsibility centers: Cost center, profit center and investment center.

Transfer pricing : profit as a measure of performance: transfer pricing methods, benefits of transfer pricing: international transfer pricing.

References:

1. Pandey, I.M. Management Accounting, Vant publications, New Delhi.

2. Lall, B.M. and I.C. Jain: Cost Accounting: Principles and Practice, Prentice Hall, New Delhi.
3. Homgren, Charles T., George Foster and Srikant M. Dallar: Cost Accounting: A Managerial Emphais' Prentice Hall, New Delhi.
4. Anthony, Robert, Management Accounting, Tarapore – wala, Mumbai.
5. Homgren, Charles T., Gary L Sundem, and William D. Statton: An Introduction to Management Accounting, Prentice Hall, New Delhi.

M.Com. 1.4. MANAGEMENT INFORMATION SYSTEMS

80 Marks

Course Objectives

- To understand the process of information generation and communication in organizations.
- To understand the process of IT application development and use in organization.
- To provide a basic understanding about security issues of information resources.

Module I

Evolution of MIS: Concepts: framework for understanding and designing MIS in an organization: MIS and other related disciplines: KIS and Management Accounting, MIS and Computer Science, MIS and OR, MIS and Organisational Behaviour, MIZ and Management .

Concept of Information: definition, features, types, process of generation and communication, quality and value of information: information overload; techniques for managing overload; summarizing filtering, inferences and message routing.

System concept definition, types and characteristics of system control in systems; feedback; positive and negative, negative feedbacks control system, input, process and output control, law of requisite variety.

Module II

Structures of MIS. Basic structural concepts: formal and information systems; public and private information systems: multiple approaches to the structure of MIS; Operational elements (physical components, process, outputs for users). Activity subsystems, functional subsystems and decision support – synthesis of multiple approaches into a conceptual structure for MIS.

Module III

Information systems: Transaction Processing systems. Office Automation Systems. Information Reporting systems, Decision Support Systems, Executive Support Systems, except systems and Enterprise Resources Planning Systems.

Module IV

Systems Development and Implementation: System development methodologies; SDLC approach: prototyping approach and user development approach – Systems Analysis; systems Design; system implementation; management of information system project; system documentation – information system audit.

Module V

Computer Networks: LAN, WAN; topologies; distributed data processing and client / server computing.

Security of information resources; threats to information resources; security systems for risk management – social and ethical issues of information technology.

References:

1. George M.Scott: Management Information System. Mc Graw Hill Book Company, New Delhi.

2. Gordon B Davis, et. El: Management Information Systems, Prentice Hall of India, New Delhi.
3. Kenneth C.Laudon and Jane P. Laudon: Management Information Systems, Pearson Education Asia, New Delhi.
4. Mohan.P.: Management Information Systems, Himalaya Publishing House, New Delhi.
5. Effy Oz, Management Information Systems, Vikas Publishing House, New Delhi.

M.Com 1.5 COMMUNICATION SKILLS

80 Marks

Course objectives:

1. To understand the process of business communication, and
2. To acquire required skills to manage business communication.
3. To give awareness about and to help develop the personality of the students.

Module I

Business Communication – meaning – need – process – methods – written, Verbal, non-verbal, visual, telecommunications; types of business communications – internal and external, upward and downward, lateral; barriers to communication-physical, psychological, linguistic, mechanical.

Module II

Communication through letters, business letters, layout of letters, kinds of business letters, characteristics of a good letter; application for appointment – resume – references; appointment orders; Business enquiries – offers and quotations; orders- execution of orders – cancellation of orders. Letters of complaint, letters of agency – status enquiries; circulars and circular letters; notices; reports by individuals; reports by committees; annual report; writing of reports.

Module III

Non-verbal communication:

Body language: kinesics, proxemics, para language

Effective listening: Principles of effective listening; factors affecting listening.

Interviewing skills: appearing in interviews; conducting interviews.

Module IV

Self – development and communication: Development of positive personal attitudes; SWOT analysis. Personality development: Concept of personality; Concept of self; Perception; Personality types; Transaction analysis.

Module V

Games and exercises: Business games, Group discussions; Mock interviews; Seminars; effective listening exercises; report writing.

Public speaking: preparing and delivering effective public speeches.

Physical exercises: Yoga and meditation for personality development.

References:

1. Darmar Fisher, Communication in Organizations, Jaico Publishing House, Mumbai, 1999.
2. Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
3. Randall E. Magors: Business Communication, Harper and Row, New York.
4. Balasubramanyam: Business Communications: Vikas Publishing House, Delhi.
5. Kaul: Effective Business Communications, Prentice Hall, New Delhi.
6. Patri V.R.: Essentials of Communications; Greenspan Publications, New Delhi.
7. Allan Pease, Body Language, Sudha Publications, New Delhi.
8. Taylor, Shirley: Model Business Letters. Pearson Education Asia, New Delhi.

M.Com 2.1: MARKETING MANAGEMENT.

80 Marks

Course objectives:

- To introduce the concepts of marketing management to the students.
- To understand various marketing decisions and their implications.
- To understand the impact of marketing decisions on consumer behaviour.

Module I

Marketing: concept, nature, scope and importance of marketing; evolution of marketing concept; goals of marketing; marketing mix; process of marketing management; strategic marketing planning; market segmentation and positioning; Marketing organization and control; Social, environmental and ethical issues in marketing; International marketing; Green marketing; Cyber marketing.

Module II

Product decisions: concept of product; core product and augmented product; product line and product mix decisions; product life cycle- strategic implications of product life cycle; new product development; branding, packaging and labeling.

Module III

Pricing decisions: Factors affecting price determination; Pricing policies and strategies; Methods of pricing; Discounts and rebates; Price adjustment strategies.

Module IV

Promotion and distribution decisions: Marketing communication; Promotion mix- advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques. Selection and management of marketing channels; Managing retailers, wholesalers and market logistics.

Module V

(a) Consumer behaviour: Consumer vs institutional buyers; consumer decision – making process; consumer perception; buying process; problem identification and information search.

(b) Rural marketing.

(c) Agricultural marketing.

References:

1. Kotler, Philip and Gary Armstrong: “Principles of Marketing”, Prentice Hall of India, New Delhi.
2. Ramaswamy V.S. and Namakumari: “Marketing Management”, Macmillan India, New Delhi.
3. Stanton, William J and Charles Futreil: “Fundamentals of Marketing”. McGraw Hill Publishing Co. New York.
4. Rajagopal: “Managing Rural Business”, Wheeler Publishers, New Delhi.
5. Mamoria, C.B.: “Agricultural Marketing”, Himalaya Publishing House, New Delhi.

M.Com 2.2: ADVANCED FINANCIAL ACCOUNTING

80 Marks

Course objectives:

- To understand the techniques of accounting for various business
- To learn to prepare and interpret accounts of various types of businesses.

Module I

Amalgamation, absorption and external reconstruction of companies under cases of inter-company owing and inter-company holding; steps for internal reconstruction.

Preparation of deficiency / surplus account on liquidation of companies; liquidation final statement of accounts; receiver's statement of accounts.

Module II

Accounts from incomplete records – features – profit from operations – statement of affairs method and conversion method.

Module III

Insurance claims – loss of stock – procedures – procedure for calculation – average clauses – treatment of abnormal items of goods – loss of profit – indemnity under policy – important terms – procedure for ascertaining claims – average clause.

Module IV

(a) Farm accounting – features – objectives – recording of transactions – preparation of final accounts.

(b) Human resource accounting – objectives – methods of valuation – advantages and disadvantages – HRA in India.

(c) Government accounting – commercial accounting vs government accounting – classification of government accounting in India – comptroller and Auditor General of India – Public Accounts Committee – Estimate Committee – Committees on Public Undertakings – compilation of accounts.

(d) Investment accounts – types – entries in the books of the investors – ex-interest and cum-interest – ex-dividend and cum-dividend – brokerage – right shares – bonus shares.

(e) Voyage accounts – important items – preparation of voyage accounts.

(f) Accounting for price level changes; methods – CPP, CCA and hybrid.

(g) Social cost accounting.

Module V

International Accounting Standards – arguments for and against standards – broad outlines – formulation of accounting standards – recent trends in presentation of company financial statements. Interpretation of financial statements.

References:

1. Jain, S.P. and Narang, K.L: Advanced Accountancy, Kalyani Publishers.
2. Shukla and Grewal: Advanced Accountancy, Sultan Chand & Co., Delhi.
3. Davidson, Sidney: Inflation Accounting, Prentice Hall of India, New Delhi.
4. Grills and Robinson: Human Assets Accounting, Tata McGraw Hill, New Delhi.
5. Maheshwary, S.N.: Advanced Financial Accounting Vol I and II, Sultan Chand & Co.
6. Gupta, R.L. and Radhaswamy, M, "Advanced Financial Accounting Vol I and II".
7. Sen Gupta: Inflation Accounting in India, ________.
8. Arulanandam and B.S. Raman: "Advanced Accounting", ____________.

M.Com 2.3: INFORMATION TECHNOLOGY FOR BUSINESS

80 Marks

Course objectives:

- To understand the use of spread sheet for decision – making
- To understand the potential of the Internet for business.
- To provide a basic understanding about e-commerce.

Module I

Spreadsheet: Features of spreadsheet-MS Excel – Features of MS Excel; Functions in Excel: Financial functions: NPV, IRR, PMT, IPMT. Statistical functions: AVERAGE, MEAN, MEDIAN, AVEDEV, CORREL, STDEV, RANK, Database functions: DAVERRAGE, DMAX, DMIN, DSUM; Graphics in Excel.

Module II

Business applications of Excel: Managerial decision – making with Excel; Model development with Excel; Financial analysis using Excel; Break-even analysis, budgeting and ratio analysis with Excel; Inventory management with Excel, Investment appraisal with Excel. Goal seek, pivot table and scenario management for decision – making.

Module III

Internet – Features of the Internet; WWW: Email, Telnet, FTP, News groups, search engines, portals, Business applications of the Internet.

Module IV

E-Commerce: introduction to e-commerce, Models of e-commerce: B2C, B2B, B2G and C2C. Electronic payment systems: e-cash, e-cheque, credit cards, debit cards. EDI and e-commerce. EDI standards. Setting up and promotion of a website for e-commerce.

Module V

Security issues in E-commerce: security risks in e-commerce, security tools and risk management. IT Act 2000 – digital signature, digital signature certificates, e-governance, electronic records, certifying authorities, network appellate tribunal, penalties.

References:

1. Efraim Turban, Jae Lee, David King and Michael Chung: Electronic Commerce, Pearson Education Asia, Delhi.
2. Ravi Kalkotta and Andrew B. Whinston: Frontiers of Electronic Commerce, Addison – Wesley, Delhi.
3. Heary Chan, et.el.: E-Commerce, John Wiley & Sons.
4. Edward C. Willet, : MS Office, Wiley Publishing Co. New Delhi.
5. MS Excel 2000.

M.Com 2.4: OPERATIONS RESEARCH

80 Marks

Course objectives:

- To understand the concepts and techniques of operations research.
- To understand the use of OR tools for business decisions.

Module I

Operation research: meaning, origin and nature. OR as a tool for decision – making; OR and management; features of OR; phases of OR; models in OR; methods of deriving solution; limitations of OR.

Module II

Linear programming: nature and meaning; formulation of LPP; graphic solutions; merits and demerits; application in business.

Module III

Decision theory: Basic concepts: quantitative approach to managerial decision – making; decision – making under certainty, decision – making under uncertainty – maximax, minimax, maximin, Laplace, Hurwicz. Decision – making under risk-EMV, EOL, EVPI. Decision-making under competition: game theory.

Module IV

Network analysis: CPM and PERT: construction of network diagrams; network calculation; concept of float; probability consideration in PERT; calculation of float under PERT; distinction between CPM and PERT; limitations of PERT.

Module V

Queuing Theory: meaning; basic concepts; application of waiting line models; Monte Carlo simulation.

References:

6. V.K. Kapoor and Sumant Kapoor : “OR Techniques for Management”, Sultan Chand & Sons, New Delhi.
7. S.D Sharma, “Operations Research”, Kedar Nath Ram Nath and Co. Meerut.

8. Barry Render and Ralph M.Stari, Jr: "Quantitative Analysis for Management": Prentice Hall, New Delhi.
9. Agarwal, J.D. and Sagarika Ghosh: Quantitative Techniques for Financial Analysis, Indian Institute of Finance, New Delhi.
10. Taha, Hamdy A.: Operations Research – An Introduction, Prentice Hall, Delhi.

M.Com 2.5: RESEARCH METHODOLOGY

80 Marks

Course objectives:

- To understand the process of research
- To understand the concepts of sampling and tools for data collection and analysis.
- To understand the process of documentation and research report writing.

Module I

Research methodology: concepts of research: pure research and applied research; social science research; research design – exploratory research, descriptive research and diagnostic research, action research and experimental research. Case study.

Module II

Surveys: Census and sample survey; sample design- probability sampling and non-probability sampling; merits and demerits; sample size; sampling and non-sampling errors.

Module III

Planning a research: selection of problem; setting objectives; formulation of problem; hypothesis; study variables; measurement of variables; research plan.

Module IV

Collection of data: primary and secondary data; sources of secondary data; methods of collecting primary data – observation, experimentation, simulation, interviewing, mail survey, projective techniques, sociometry, focus group discussion and content analysis. Tools for data collection – schedule and questionnaire; measurement scales; pilot study and pre-testing questionnaire. Nature of field work; field work; field administration; Editing, classification and codification of data. Tools for statistical analysis;

Module V

Report writing – types of reports; planning report writing; research report format; documentation – footnotes and bibliography; writing the report and typing the report.

References:

11. Krishnaswami O.R.: "Methodology of Research in Social Sciences", Himalaya Publishing, Mumbai.
12. Suresh Gupta: Research Methodology, Deep and Deep Publications, New Delhi.
13. Ranjith Kumar: Research Methodology: A Step by Step Guide for Beginners, Sage Publishers, New Delhi.
14. Tripadhi, P.C.: A Text Book of Research Methodology in Social Sciences, Sultan Chand, New Delhi.
15. Kothari, C.R.: Research Methodology, Weshwa Prakashan, New Delhi.

M.Com 3.1: STRATEGIC MANAGEMENT

80 Marks

Course objectives:

- To understand the concept and importance of strategic management.
- To understand the process of environmental analysis and diagnosis.
- To understand the formulation and implementation of strategies.

Module I

Strategic management of business: concepts and definitions of strategy and strategic management; approaches to strategic decision – making; mission and purpose, objectives and goals; strategic business unit (SBU).

Module II

Environmental analysis and diagnosis: concept of environment and its components; environmental scanning and appraisal; organizational appraisal; SWOT analysis; strategic advantage.

Module III

Industry and Competitor analysis: Michael Porter's industry analysis; competitor analysis; BCG matrix; Competitive advantage and core competence; strategy gurus.

Module IV

Strategies at various levels: functional strategies, business level strategies, global strategies and corporate strategies. Functional strategies: marketing strategy; production strategy; finance strategy; HR strategy. Business level strategies: generic strategic choices; global strategies; corporate strategies: growth strategies, retrenchment strategies and combination strategies.

Module V

Strategy formulation and implementation: Strategic alternatives; strategic choice; evaluation of strategic alternatives; strategy implementation and control; strategy and structure. Cases in strategic management.

References

16. Bhatachary, S.K. and N. Venkatarain: Managing Business Enterprises: Strategies, Structure and Systems; Vikas Publishing House, New Delhi.
17. Charles W.L. Hill and Gareth R.Jones: Strategic Management Theory, Educational Publishers, Chennai.
18. H. Igor Ansoff: Implanting Strategic Management; Prentice Hall, New Delhi.
19. Azhar Kazmi, Business Policy, Tata McGraw Hill, New Delhi.
20. Michael E Porter:"Competitive Strategy", The Free Press, New York.
21. Sharma R.A.; "Strategic Management in Indian Companies", Deep and Deep Publications, New Delhi.
22. Lawrance Jaush and William Gluek: Strategic Management, McGraw Hill.

M.Com 3.2 ENTERPRISE RESOURCE PLANNING

80 Marks

Course objectives:

- To understand the concept, use and importance of database.
- To understand the functionalities in ERP software and
- To understand the benefits of business integration through ERP.

Module I

Database: concept of database, use and relational database; database design; Data base Administrator: database security.

Module II

MS Access : features of MS Access; Database design in Access- creating table in design view, creating table with wizard, creating table by entering data; Form design with Access; Query design and running in Access – query in design view; query design with wizard; Report design in MS Access – report design with wizard, report design with design view; Using MS Access for business decisions.

Module III

Enterprise resource planning systems: Evolution of ERP – MRPI, MRP II and ERP.
Popular ERP packages; ERP for small and medium enterprises.

Module IV

Functionalities in ERP package SAP R / 3 – manufacturing, sales and marketing, personnel, R & D, finance.

Module V

Implementation of ERP; project management for ERP implementation; issues in ERP implementation; configuration and customization of ERP package. Case study of ERP implementation.

References:

1. Elmasri and Nawathe: Fundamentals of Database System, Pearson Education Asia, New Delhi.
2. Desai Bipin: An introduction to Database System, Galgotia Publications, New Delhi.
3. Robinson, Celeste: Access 2000, BPB Publications, New Delhi.
4. Venkita Krishnan N.K.: Enterprise Resource Planning, Prentice Hall, New Delhi.
5. Thomson A.Brady, Enterprise Resource Planning, Thomson Technology.

M.Com 3.3: HUMAN RESOURCE MANAGEMENT.

80 Marks.

Course objectives:

1. To familiarize the students with the human resource management processes.
2. To sensitize them to the training process and techniques, and,
3. To provide them with appropriate knowledge and skills required for selecting, developing and managing human resources.

Module I

Human Resource Management (HRM): Functions of HRM, role and status of HR Manager in an organization. HR policies; Manpower planning; process of manpower planning; Recruitment; Selection; Training and development; Performance appraisal: methods or techniques of performance appraisal; Promotion and demotions; Transfer, Separations: resignation; discharge; dismissal; suspension; retrenchment; lay off; Industrial relations. Job analysis and job rating. HR Planning: Process; supply and demand forecasting; problems of HRP. Emerging issues in HRM.

Module II

HRD: Concept of HRD: Training and development: Training process: an overview; role, responsibilities and challenges to training managers and employees; Organisation and management of training function; training needs assessment and action research; instructional objectives and lesson planning; learning process.

Module III

Training climate and pedagogy: developing training modules; training methods and techniques; facilities planning and training aids. Technical training: training for TQM; attitudinal training; training for management change; training for productivity, training for creativity and problem solving; training for leadership and training for trainers.

Module IV

Grievance handling: Grievance-meaning and causes of grievance – importance and procedure of grievance handling; Hot stores rule; code of discipline Suggestion scheme: Importance of suggestion scheme; implementation of suggestion scheme.

Module V

(a) HR outsourcing: legal requirements: contractor's liabilities; liabilities of the company towards contractor's labourers.
(b) HR records: objectives of HR records; absenteeism;
(c) HR appraisal and audit: concept, scope, methods and importance of HR audit;

References:
1. Aswathappa K., : Human Resource and Personnel Management; Tata McGraw Hill, New Delhi, 1997.
2. Holloway J. ed. Performance Measurement and Evaluation; Sage Publications; New Delhi, 1995.
3. Gupta, C.B.: Human Resource Management;
4. Heneman and Schwal: Human Resource Management;
5. Prasad, L.M., Human Resource Management;

M.Com 3.4: INCOME TAX

80 Marks

Course objectives:

- To understand the concept of residence and incidence of income tax
- To learn to compute income and tax liability
- To understand the deductions and exemptions of income under the Income Tax Act.

Module I

Income tax-History; basic concepts; previous year, assessment year, assessee, income; agricultural income, casual income, person, average rate, marginal rate, capital and revenue receipts and expenditure; tax evasion, tax avoidance and tax planning; return of income.

Residential status and tax incidence; scope of income; individual, HUF, firms, association of persons, and body of individuals, companies, other persons.

Gross total income, total income, exempted incomes. Heads of income.

Module II

Computation of income under the head salaries – salaries and allowances, valuation of perquisites, deductions. Computation of income under the head house property: valuation of property; annual value; deductions.

Module III

Profits and gains of business or profession – deductions, expressly allowed and disallowed; depreciation.

Capital gains – transfer; chargeability; short-term and long-term capital gains; cost of acquisition; capital gains exempt from income tax.

Income from other sources – dividends, interest on security; deduction of tax at source; grossing up; bond washing transaction; deductions.

Module IV

Clubbing of income; set off and carry forward of losses.

Agricultural income- tax treatment of agricultural income.

Deductions from gross total income u / s 80; rebate u / s 88, u / s 88 C, relief u / s 89 (1).

Module V

Computation of total income and tax liability of individual assesses – computation of total income, assessment of individuals, computation of tax.

Filling of return of income, payment of tax over the counter and online tax payment.

References:
1. Mehrotra and Goyal: Income Tax Law & Practice, Sahitya Bhavan.
2. V.K. Singania: Direct Taxes Law & Practice, Taxman.
3. Bhagawati Prasad: Income Tax Law & Practice.
4. Manoharan T.N.: Income Tax Law & Practice.
5. Income Tax Act 1956 and Finance Act of the relevant year.

M.Com FM 3.5: FINANCIAL MANAGEMENT

80 Marks

Course objectives:

- To understand the concept and importance of finance
- To understand the role of financial markets and instruments.
- To understand the

Module I

Business finance: objectives; finance function; organisation for financial management; capitalization – over capitalization and undercapitalisation; causes, consequences and remedies; fair capitalization; leverage analysis – operating and financial, combined leverage.

Module II

Capital structure; theories of capital structure; net income approach; net operating income approach; traditional; MM approach; indifference point.

Cost of capital – computations of cost of equity, preference, debt and retained earnings; weighted average cost of capital; adjustments for uncertainty; opportunity cost of capital; marginal cost of capital; capital asset pricing model.

Module III

Working capital management: Management of cash and marketable securities; cash management techniques – lock box system, concentration banking, selection of marketable securities; management of receivables and inventories; techniques of account receivable management, credit policy, credit terms, account collection techniques; inventory management; committees on working capital management and their findings and recommendations.

Module IV

(a) Lease financing – types of leasing; evaluation of lease; lease or buy decisions.

(b) Structures financing – securitisation.

(c) Factoring services: dimensions of working capital management; zero working capital.

Module V

(a) Dividend policy: Theories of dividend – Walter's model, Gordon's model, Residnual theory, MM hypothesis; legal aspects of dividend, formulation of dividend policy.

(b) Corporate governance: history ; meaning; tests of corporate governance; recommendations of audit committees; corporate governance in India; certification of corporate governance; audit committees and the Companies Act.

References:

1. Kulkarni P.V. and Sathyaprasad B.G., "Financial Management", Himalaya Publishing House, Mumbai, 1999.
2. Presenna L.M., "Financial Management", Tata McGraw Hill.
3. Pandey L.M., "Financial Management', Viksas Publishing.
4. Srivastava R.M., "Financial Decision Making", Sterling Publishing Co.
5. Van Horne, "Financial Management and Policy", Prentice Hall of India.
6. Gitman, "Principles of Managerial Finance", Pearson Eduction.
7. Kuchal S.C., "Financial Management", Chithanya Publishers.

FINANCIE

M.COM FM 4.1: INTERNATIONAL FINANCE

80 Marks

Course objectives:

- To understand the concept and importance of international finance.
- To understand the role of global financial markets and instruments.

- To understand the determination of exchange rates and role of international monetary system.

Module I

International finance: Meaning, Importance; emerging challenges; recent changes in global financial markets; foreign exchange markets; exchange rate definitions; spot and forward rates; alternative exchange rate regimes.

Module II

Exchange rate determination: theories and models of exchange rate; purchasing power parity theory; asset market model; current account monetary model; capital account monetary model, portfolio balancing model, exchange rate of rupee; recent trends; convertibility of Indian rupee.

Module III

International monetary system; brief history; features; present exchange rate system reforms of international monetary system; European monetary system; a not an international debt; ADB, IBRD and IMF: functions; special schemes of lending, conditionalities of IMF lending; IMF role international liquidity; SDRs, international financial markets and instruments.

Module IV

Balance of payments; meaning; accounting principles; valuation and timing; components; deficit and surplus; macro economic factors affecting exchange rate – some open economy identities; open economy multipliers, SWIFT and Inter bank clearing among banks in different countries.

Module V

Currency derivatives:- futures, options and swaps; currency futures and currency forwards; swap market; currency swap; interest swaps; swap agreement.

Exchange rate risks and risk management tools; Hedging, forward deals.

References:

1. Keith Pilbeam: "International Finance", Palgrave, New York.
2. Apte. P.G., "International Financial Management", Prentice Hall of India; New Delhi.
3. Alan C. Shapiro; "Multinational Financial Management", Prentice Hall of India; New Delhi.
4. Soderston B.O., "International Economics", Macmillan, London.
5. Cheol S Eun and Bruce G. Resnick,: International Financial Management; Irwin McGraw Hill, New York.
6. Arthur Stonehill et.el.,: International Finance, Pearson Education Asia, Delhi.
7. Maurice D Levi: "International Finance", Tata McGraw Hill, New Delhi.

4.2 INVESTMENT MANAGEMENT

80 Marks

Objectives:

- To understand the characteristics of securities markets and the instruments traded therein.
- To be able to analyze risk and return of securities and manage portfolios of investments.

Module I

Security markets; legal framework of security markets; organized stock exchanges; listing of securities; trading and operational mechanism of stock exchanges; settlement and clearing; online trading; Dematerialisation, Depositories and Depository participants; Credit rating services; Internet trading and WAP enabled trading online surveilance; Trading practices on NSE and BSE.

Module II

Types of securities – equity based and debt based; derivatives, mutual funds. Concepts of risk and return; valuation of securities – bond and equity valuation; different approaches to valuation; Estimation of net asset value of mutual funds – valuation of option.

Module III

Security market analysis – fundamental analysis; economic industry and company analyses – technical analysis – methods of technical analysis; trends, indicators and patterns – advance-decline line, RSI – market indices and moving averages – Dow theory and Random Walk Hypothesis.

Module IV

Investment management – portfolio management – selection of portfolio – Markowitx diversification – Investment and taxation – long-term and short-term capital gains – taxation of capital gains – dividend taxation – interest taxation – tax saving ideas – tax free bonds.

Portfolio theory and risk management – calculation of risk and return of portfolios – problem.

Module V

Investment and taxation; tax on interest, dividend, and capital gains. Capital assets and capital gains; indexation and calculation of capital gains; tax treatment of bonus shares and capital gains (short-term and long-term capital gains); avoidance of tax and tax planning for investment.

References:

1. Donald E. Fisher and Ronald J. Jordan, "Securities Analysis and Portfolio Management', Prentice Hall, New Delhi.
2. Sourain, Harry. "Investment Mangement", Prentice Hall of India.
3. Francis and Archer, "Portfolio Management", Prentice Hall of India.
4. Gupta L.C.,: Stock Exchange Trading in India: Society for Capital Market Research and Development, Delhi.
5. Machi Raju,s H.R.: Working of Stock Exchanges in India. Wiley Eastern Ltd. New Delhi.
6. Websites of BSE and NSE (www.bseindia.com and www. nse-india.com).

M.COM FM 4.3: INDIAN FIANANCIAL SYSTEM

80 Marks

Course objectives:

- To understand the concept and importance of financial systems
- To understand the structure of financial markets and institutions.
- To understand the role of regulators in financial system.

Module I

Financial system: Nature and role of financial system; financial system and financial markets; financial system and economic development; an overview of Indian financial system.

Module II

Financial markets: Money and capital markets; Money market – meaning, constituents, participants – functions. Money market instruments – call money, treasury bills, certificate of deposit, commercial bills, trade bills, commercial paper, recent trends in Indian money market; capital market – primary and secondary markets; capital market instruments, debt, equity. Derivatives; depositories; dmaterialisations, online security trading, Initial Public Offering and book building.

Module III

Financial regulation: Regulators of financial system: Role of RBI, SEBI and IRDA. Financial services – fee-based services, fund-based services, hire purchase, leasing, housing, finance; merchant banking; venture financing; factoring, depository, forfeiting, credit rating.

Module IV

Financial institutions: Commercial banks; functions, e-banking, credit cards, ATM, Development Financial Institutions- functions: IFCI, IDBI, IRBI, SIDBI, State Financial Corporations, Non-banking financial intermediaries; mutual funds; insurance companies.

Module V

Financial sector reforms- major reforms in banking capital market and insurance sectors, Narasimhan Committee II recommendations and implementation; Financial engineering.

References:

1. Srivastava R.M., "Management of Indian Financial Institutions", Himalaya Publishing House, Mumbai.
2. Khan M.Y., "Indian Financial System: Theory and Practice", Vikas Publishing House, Mumbai.
3. Goldsmith R.W., "Financial Institutions".
4. Baleya, K.N., "Financial a Administration in India", Himalaya Publishing House, Mumbai.
5. Vasanth Desai: Indian Financial System, Himalaya Publishing Co., Mumbai.
6. SEBI Guidelines

M.COM FM 4.4: FUNDS MANAGEMENT IN BANKS AND INSURANCE COMPANIES

80 Marks

Course objectives:

- To understand the sources and deployment of funds by banks and insurance companies.
- To understand the legal compliance for their investments and fund uses.

Module I

Liquidity management in commercial funds: theories of liquidity management; priorities in the employment of bank funds; problems in resource allocation in India. Management of capital funds in commercial banks: Meaning and functions of capital funds, necessity for adequate capital funds; capital adequacy standards; present standards in India for capital adequacy of banks.

Module II

Management of primary reserves: nature and purpose of primary reserves; Legal reserves – nature and function; working reserve- nature and function; cash management in commercial banks.

Management of secondary reserves; nature and function of secondary reserves; factors influencing secondary reserves; estimation and managing secondary reserves.

Module III

Management of Bank Deposits: deposit mobilization; concept of bank marketing; Management of bank loans; characteristics of bank loans; loan policy in a commercial bank; evaluation of loan application; credit information, credit analysis, credit decision. Priority sector lending policies of commercial banks in India.

Module IV

Management of bank investments: Nature and principles of security investment of commercial banks; formulating investment policy; volume and pattern of investment of commercial banks.

Performance evaluation of banks; branch expansion, deposit mobilization and credit deployment; profitability.

Module V

Principles and practice of general insurance; meaning, functions and scope of life, fire and marine engineering, accident and aviation insurance; Insurance Act 1938.

Risk management through insurance: Role of insurance; benefits and limitations; Risk Management policies: fire insurance; engineering insurance; machinery break down insurance; Public liability insurance; product liability insurance, professional indemnities; employer's liability insurance.

References:

1. Jadhav Narendra: Challenges of Indian Banking, Ed., MacMillan, New Delhi.
2. Sharma R.S., Insurance Principles and Practices, Vora, Delhi.
3. Sinkey, Joseph F. Jr. ,: Commercial Banks Financial Management, Prentice Hall, Delhi.
4. Tannan M.L., Banking Law and Practice, Indian Law House, Delhi.
5. Khan M.Y.: Indian Financial System, Vikas Publishing House, New Delhi.
6. Joel Bessis: Risk management in Banking, John Wiley.
7. Dinsdale, W.A.,: Elements of Insurance, Pitman.
8. Government of India: Insurance Act 1937 as amended.

M.COM MM 4.1: INTERNATIONAL MARKETING

80 Marks

Course Objectives:

- To understand the procedures and strategies for international marketing
- To understand the documentation for exporting and exchange risk management tools.

Module I

Introduction – importance of international marketing – international marketing environment: social, political, cultural, legal, technological, demographic – GATT and WTO – International product policy – standardization vs adaptation domestic vs international product line - management of international product line-strategy for product development.

Module II

International Marketing strategy – decision criteria for entering into foreign markets – direct export and indirect export – packaging, branding and promotion – special forms international promotion: trade fairs, and exhibitions – sales distribution - transportation and insurance for exports.

Module III

International marketing intelligence – international marketing information agencies – sources of information – export promotion councils, specialised institutions such as STC, MPEDA, APEDA, India Trade Promotion Organisation, EXIM bank, Export Inspection Council, Institute of Packaging, Indian Institute of Foreign Trade and ECGC.

Module IV

Export and import procedures and documentation – export promotion – Economic Promotion Zones – current import and export policy of India – requirements under FEMA, Export (Quality Control and Inspection) Act, 1963, Indian Customs Act 1962, Export Import Control Act 1947 as amended in 1992. documents in exports – master document – standard documents – export invoice, packing list, bill of lading, certificate of origin auxiliary documents: letter of credit, inspection certificate – documentation for drawback of import duty.

Module V

Export finance and risk management – forms of export credit – pre-shipment and post-shipment credit-international commercial payments-terms of credit in export – risks and risk management tools in international marketing.

References:
1. Rathor, B.S., and Rathor J.S., "Export Marketing", Himalaya Publishing House, New Delhi, 1993.
2. Ellsworth, "The International Economy".
3. Rogentlal, "Technique of International Trade".
4. Harberller, "Memory of International Trade".
5. Bayweather, John, "International Marketing".
6. Varmer, M.L., "Foreign Trade Management in India", Vikas Publishing.

M.COM MM 4.2: MARKETING RESEARCH

80 Marks

Course Objectives:
- To understand the need for and process of marketing research, and,
- To understand the techniques data collection and procedures of data analysis for marketing decisions.

Module I

Marketing research – meaning and importance of marketing research – marketing research process – marketing information system and marketing research – role of marketing research in decision making – application of marketing research – marketing research and market research – limitations of marketing research.

Module II

Marketing research problems – problem formulation – types of research – exploratory research – descriptive research – research designs: experimental design, factorial design, and Latin square design.

Module III

Sampling and sampling process – methods of sampling; probability sampling; simple random sampling; systematic random sampling; multistage random sampling; sampling error – non –sampling error – non-probability sampling; judgment sampling, quota sampling; convenience sampling; sample size , field procedures – communication methods – observation, personal interviewing, telephonic interviewing.

Module IV

Data acquisition – data types and sources – data collection tools; questionnaires, schedules, interviews, observation – preparing and testing of questionnaires – data measurement and scaling technique –types of attitude measurement scales Liket scale, staple scale and semantic differential scale – data preparation and data processing – validation, editing, coding – data processing methods.

Module V

Data analysis and interpretation – statistical summarization; measures of central tendency dispersion, skew ness, kurtosis, correlation and regression – graphical presentation, parametric and non-parametric tests – analysis of experiments – preparation and presentation of research report.

References:
1. Luck, David J., and Rubin, Ronald S., "Marketing Research", Prentice Hall of India, New Delhi 1992.
2. Churchil, "The Dryden Press, Orlando, 1991.
3. Debashis Pati, "Marketing Research", University Press, Hyderbad, 2002.
4. Boyard, Westfll Stasch, "Marketing Research".

M.COM MM 4.3 : CONSUMER BEHAVIOUR

80 Marks

Course Objectives

1. To understand the buying influences and behaviour of consumers, and,
2. To understand the models of consumer decision – making

Module I

Consumer behaviour – issues and concepts – nature, scope and application – market segmentation and consumer research – psychographics and life style marketing – organization buying behaviour.

Module II

Individual influences on buying behaviour perception – marketing stimuli and consumer perception – price perception – consumer needs and motivation – personal influence and attitude formation – consumer involvement – high involvement and low involvement decisions – theories of low involvement purchasing – theory of passive learning, theory of social judgement, and elaboration likelihood model – consumer learning – learning and memory – associative learning, cognitive learning, vicarious learning – habit – store loyalty – brand loyalty and product involvement.

Module III

Group influences on consume behaviour – concept of personality – self concept – reference group and group dynamics – opinion leaders – social class and social stratification – family life cycle – family buying influences and buying roles – culture and sub culture influence and their influence on buying behaviour.

Module IV

Models of consumer decision making – economic models – psychological model – psychoanalytic model – Gestalt model – sociological model – Howard Sheth model – recent developments in modeling consumer behaviour.

Module V

Buying process – problem recognition and information search – information processing – alternative evaluation – purchase process and post purchase behaviour.

Reference Books:

10. Engel .J.F., R.D. Blackwell and P.W. Miniard, "Consumer Behaviour", The Dryden press, 1933.
11. Schiffman, Leon .G., and Kanuk, Leslie Lazar, "Consumer Behaviour", CBS College Publishing, New York 1986.
12. Assael, Henry, "Consumer Behaviour", Asian Books Private Limited, New Delhi, 2001.
13. Hoyer, Wayne De, and Macinnis, Deborah J., "Consumer Behaviour", All India Publishers and Distributors, Chennai, 1999.

M.COM MM 4.4 : SALES MANAGEMENT AND ADVERTISING

80 Marks

Course Objectives

1. To familiarize students with the tasks of sales management and salesmanship, and
2. To understand the impact of media and their effectiveness in communicating with consumers

Module I

Introduction – importance of sales management in marketing management – planning of sales programme – sales forecasting – methods of sales forecasting – sales territories and setting sales quotas – sales territory control and routing management – sales organization

Module II

Salesmanship – theories of selling – AIDAS theory, Right set of circumstances theory, 'buying formula' theory – Behavioural Equation' theory – steps in selling – prospecting, - meeting resistance – closing sale – qualities of a good salesman – selection of sales personnel – sales training – identification of sales training needs – designing training content and conducting sales training programmes.

Module III

Salesman's work assignment – types of work assignment – product assignment – territory assignment – time and activity analysis – administration of sales quotas – sales budgets – sales control and cost analysis – sales audit – sales personnel compensation.

Module IV

Advertising – advertising as a marketing tool role and objectives of advertising – advertising and positioning – advertising budget – methods of budget allocation – message design – copy writing – creativity in advertising.

Module V

Advertising media – types of media: print, electronic, outdoor – TV Channels in India – radio advertising, FM broadcasting, Satellite radio – internet – media selection – media planning – measuring media effectiveness and message effectiveness – Television Rating Points – National Readership Surveys.

Reference Books :

1. Still, Richard R., Cundiff, Edward E., and Govoni, Norman A.P., "Sales Management", 5th edition, Prentice Hall of India, New Delhi, 2002.
2. Smallbone, Douglas W., An Introduction to Sales Management, Staples Press, London.
3. Thakkur, Devendra, "Advertising, Marketing, and Sales Management", Deep and Deep.
4. Aaker, David and Myres, " Advertising Management", Prentice Hall of India.
5. Chunawalla, S.A. and Sethia, K.C., "Fundamentals of Advertising", Himalaya Publishing House, Mumbai, 2002.

FOREIGN TRADE

M.COM FT 4.1 : INTERNATIONAL FINANCE

Course Objectives :

- To understand the concept and importance of international finance.
- To understand the role of global financial market and instruments
- To understand the determination of exchange rates and role of international monetary system.

Module I

International finance : Meaning, importance : emerging challenges: recent changes in global financial markets; foreign exchange markets; exchange rate definitions: spot and forward rates: alternative exchange rate regimes.

Module II

Exchange rate determination : theories and models of exchange rate : purchasing power parity theory ; asset market model ; current account monetary model ; capital account monetary model, portfolio balancing model ; exchange rate of rupee ; recent trends ; convertibility of Indian rupee.

Module III

International monetary system : brief history : features, present exchange rate system; reforms of international monetary system ; European monetary system ; a note on international debt; ADB, IBRD and IMF : functions; special schemes of lending; conditionalities of IMF lending: IMF role in International liquidity; SDRs; international financial markets and instruments.

Module IV

Balance of payments : meaning; accounting principles; valuation and timing; components : deficit and surplus ; macro economic factors affecting exchange rate – some open economy identities ; open economy multipliers. SWIFT and Inter bank clearing among banks in different countries.

Module V

Currency derivatives : futures, options and swaps ; currency futures and currency forwards ; swap market; currency swap; interest swaps; swap agreement.

Exchange rate risks and risk management tools: Hedging; forward deals.

References:

8. Keith Pilbeam : "International Finance", Palgrave, New York.
9. Apte, P.G : "International Financial Management", Prentice Hall of India, New Delhi.
10. Alan C. Shapiro : "Multinational Financial Management", Prentice Hall of India, New Delhi.
11. Soderston B.O.: "International Economics", Macmillan, London.
12. Cheol S Eun and Bruce G Resnick, : International Financial Management, Irwin McGraw Hill, New York.
13. Arthur Stonehill et.el: International Finance, Pearson Education Asia, Delhi.
14. Maurice D Levi : "International Finance", Tata McGraw Hill, New Delhi.

M.COM FT 4.2 : FOREIGN TRADE MANAGEMENT

80 Marks

Course Objectives:

- To give the students an in-depth understanding about foreign trade and risks in it.
- To familiarize them with the tools for managing various risks in foreign trade.

Module I

Basis of International trade : Theories of International trade – Comparative cost theory : opportunity cost theory; Hecksher – Ohlin Theory ; Determination of international prices; Economic growth and international trade ; gains of trade ; terms of trade ; factors influencing terms of trade ; International factor movements; trade in services; trade policy when balance of payments is in disequillibrium.

Module II

Foreign exchange risk and exposure. External techniques of expose management: Internal techniques of exposure management : exchange rate movement and international trade.

Module III

Management of economic exposure: three types of exposure: measurement of economic exposure: operating exposure: determinants.

Module IV

Management of transaction exposure: forward market hedge; money market hedge: option market hedge: hedging contingent exposure: hedging through invoice currency: exposure netting.

Module V

Management of translation exposure: translation methods : Translation exposure vs transaction exposure ; hedge translation exposure; translation exposure vs operating exposure; Financial Account Standard Board Statement 52.

References :

23. Alan C. Shapiro : Multinational Financial Management, Prentice Hall, New Delhi.
24. Maurice D Levi : International Finance, Tata McGraw Hill, New Delhi.

25. Cheol S Eun and Bruce G Resnick : International Financial management : Irwin Mc Graw Hill, New York.
26. Jhingan M.L., International Economics, Vrinda Publications Pvt Limited.
27. A.V. Raj Wade : Foreign Exchange, International Finance and Risk management.
28. Jeff Madura : International Financial Management. South Western College Publishing, New York.

M.COM FT 4.3 : FOREIGN TRADE POLICY AND PROCEDURES

80 Hours 80 Marks

Course Objectives:

- To understand the importance of foreign trade and foreign trade policies of the country
- To familiarize them with the import – export processes and procedures and role of expert promotion agencies

Module I

Development of foreign trade policy: Objectives, salient features; policy governing support of indigenous industry; technology upgradation; impact of foreign trade policy; Recent changes in foreign trade policy in India.

Module II

Composition and direction of India's importance and exports ; export promotion measures; Export Promotion Councils; Commodity Boards; Chambers of Commerce and Industry; India Trade Promotion Organisation; Federation of Indian Export Organisations; Indian Institute of Foreign Trade : ECGC : Export houses and trading houses: EOUs and EPZs; Export incentives; Project Exports and Consultancy exports.

Module III

Free Trade and Protection : Case for free trade; Protection – meaning; fallacious arguments ; economic and non-economic arguments; Protection and underdeveloped countries; Barriers of trade: Non-tariff barriers; QRs, VER and other non-tariff barriers. Economic effects of tariff; arguments in support of barriers; measuring the effects of trade barriers; discriminating trade policies; Dumping: Kinds, conditions and effect of dumping.

Module IV

Export trade procedures: offer and receipt of orders; export licensing; producing the goods; shipment; banking procedure; export documentation; exporter's declaration; shipping bills, bills of lading, certificate of origin, consular invoice, letter of credit etc; obtaining payment.

References:

29. Varma M.L., Foreign Trade Management in India; Vikas Publishing Pvt. Ltd, New Delhi.
30. Balagopal T.A.S : Export Management, Himalaya Publishing House, Mumbai.
31. Vibha Mathur: Foreign Trade of India, New Century Publications, Delhi.
32. Vaish M.C and Sudama Singh : International Economics, Oxford and IBH Publishing Co. Pvt. Ltd.
33. Mithani D.M : International Economics, Himalaya Publishing House, Mumbai.
34. Francis Cherunilam : International Marketing, Himalaya Publishing House, Mumbai.
35. Puri .V.K : New Import-Export Policy and Procedures.

M.COM FT 4.4 : INTERNATIONAL MARKETING AND LOGISTICS MANAGEMENT

80 Marks

Course Objectives :

- To understand the importance of strategic decisions for success in international marketing
- To understanding the ways of managing international logistics

Module I

International marketing : Definitions ; features ; stages ; Strategic orientation ; International marketing decisions ; International product policy ; standardization vs adaptation ; International new product development ; International product life cycle ; packaging, branding.

Module II

Pricing in International markets : Pricing policy; pricing decisions; Transfer pricing; dumping; counter trade; Price standardization; Price quotations.

Module III

International distribution : Decision criteria for entry into foreign markets; Direct and indirect exports ; International marketing channels – locating, selecting and motivating channel members ; International promotion strategy; promotion mix personal selling, publicity, sales promotion and advertising.

Module IV

International marketing information: Sources of foreign market information ; overseas market research ; desk research ; field research ; agencies abroad ; marketing information.

Module V

Logistics systems : Concepts, objectives and scope ; system elements ; importance and relevance to export management ; general structure and characteristics of shipping industry; Linear and Tramp operations ; System freight structure and practices; forwarding clearing agents; freight brokers; stevedores and shipping agents; International air transport; Air freight ratio; Air transport and PDM approach to export distribution problems and prospects.

Reference :

36. John Fayerweather : International Marketing, Prentice Hall, New Delhi.
37. Philip R Cateora and John L. raham : International Marketing, Tata McGraw Hill, New Delhi.
38. Vern Terpestra and Ravi Sarathy : International Marketing, Harcourt Asia Pvt. Ltd, Singapore.
39. Sak Onkvisit and John J Shaw : International Marketing, Prentice Hall, New Delhi.
40. Krishnaveni Muthiah : Logistics Management and World Sea borne Trade, Himalaya Publishing House, Mumbai.
41. Bowersox and Closs : Logistics Management.
42. IIFT : Dictionary of Shipping and Chartering Terms.
43. IIFT : Freight Tariffs and Practices of Shipping Conference.

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